

Public Meeting on Downtown Plan Concepts!

Wednesday, April 15th, 2009

Promenade Hall, Overture Center, 201 State Street
5:30 PM Open House & 6:00 PM Presentation & Small Group Discussion

The process for creating Madison's new Downtown Plan has now been going on for almost a year and the concepts for how the Downtown will look, feel, and function in the future are taking shape. This is an important meeting -- if you live, work, shop, visit, or travel to or through the Downtown, you'll want to take advantage of this opportunity to learn more about these exciting ideas and share your thoughts on them. Input received at this meeting will be vital in formulating the Plan's final recommendations during the coming months.

In November, a public meeting was held to discuss several general approaches being explored within the following Downtown Plan themes:

- Downtown Living
- Downtown Working & Business
- Moving Around
- Culture, Entertainment & Recreation
- Sense of Place(s)

Comments received at that meeting and subsequent input has informed many of the concepts that are emerging.

The planning process is now focusing on translating the ideas from the themes listed above to specific areas of the Downtown. On April 15, City staff will be sharing these concepts, including more specific ideas for many of the areas highlighted in the Draft Preliminary Analysis of Downtown Character Districts Map included within this newsletter. Hope to see you there!



This graphic is a sample of the materials that will be presented at the April 15th Public Meeting. Your input is needed as these illustrations are refined and final recommendations are formulated.

View New Map Inside!

Look inside this newsletter to view the Draft Preliminary Analysis of Downtown Character Districts Map

April 15th, 2009

Public Meeting Agenda

Open House: 5:30-6:00pm

- Talk with City Staff
- View Work from Local Design Professional Volunteers

Meeting: 6:00pm - 8:00pm

- Introductory Presentation
- Small Group Discussions on Concepts and Preliminary Recommendations
- Report Out
- Adjourn



Your Participation Counts!

To date, there have been over 1,400 personal contacts* with members of the public during this process. These contacts have come primarily through public meetings, meetings with neighborhood, business, and other groups, City commissions, Downtown Madison, Inc., local design professional volunteers, and visitors to the Downtown Plan Public Information Center. (*note: number includes multiple contacts)

DOWNTOWN PLAN

PRELIMINARY ANALYSIS OF DOWNTOWN CHARACTER DISTRICTS

DRAFT | 02.25.09 (revised)

This is a working map for discussion purposes.

STATE STREET
Predominant Use: Mixed-use (retail, culture, and entertainment)
Emphasis:
 - Residential or office units on upper stories
 - Retail /restaurant on first floor
 - Reflect current design guidelines
Scale: Street facade 2-4 stories

LANGDON
Predominant Use: Residential
Emphasis:
 - Student focus
 - Preserve the character of Langdon Street
 - Higher density residential redevelopment on selected sites
Scale:
 - Follow Downtown Design Zones

MANSION HILL
Predominant Use:
 - Residential
Emphasis:
 - Preservation
Scale:
 - Maintain existing

JAMES MADISON PARK
Predominant Use: Residential
Emphasis:
 - Neighborhood conservation
 - Opportunities for families
Scale: *Alternative A:* 2-3 story house-like structures
Alternative B: Higher density on some identified blocks

FIRST SETTLEMENT
Predominant Use:
 - Residential
Emphasis:
 - Preservation
Scale:
 - 2-4 stories

STUDENT HIGH-RISE
Predominant Use:
 - High-intensity mixed-use (residential and commercial)
Emphasis:
 - Focus on students
Scale:
 - Taller, higher-density buildings

KOHL CENTER AREA
Predominant Use: Mixed-use (employment, commercial, residential, and institutional)
Emphasis: Employment
 - District-serving commercial
 - Allow UW uses
 - Preserve landmark building
 - Transit-oriented development
Scale: 6-8 + stories

WEST RAIL
Predominant Use:
 - Mixed-use (office and residential)
Emphasis:
 - Pursuant to existing plan
Scale:
 - 3-6 stories

MIFFLIN
Predominant Use: Residential
Emphasis & Scale:
 - *Alternative A:* Student focus, conservation/preservation/restoration (2-3 stories existing)
 - *Alternative B:* Less student-focus, large-scale redevelopment, transit-oriented development (4-6 stories -- urban form)



BASSETT
Predominant Use:
 - Residential
Emphasis:
 - Conservation
Scale:
 - 3-4 stories

BROOM
Predominant Use:
 - Mixed-use (residential, commercial, and employment)
Emphasis:
 - Higher intensity development
Scale:
 - Larger/taller buildings

SOUTH HAMILTON
Predominant Use: Residential
Emphasis & Scale:
 - *Alternative A:* Conservation and viewshed preservation, strengthen ties to Bassett (selective 3-4 story redevelopment)
 - *Alternative B:* Higher-density residential, viewshed preservation, preserve significant buildings (larger, taller buildings: 8-10 stories)

DOWNTOWN CORE
Predominant Use:
 - Mixed-use
Emphasis:
 - Employment/government center
 - Increased density
Scale:
 - Larger/taller buildings

DISTRICTS OF INFLUENCE
These areas have significant influence on the Downtown Planning Area due to their location, existing land uses, current plans and activities contained therein.

- NOTES ON TRANSITION AREAS/SUB-DISTRICTS:**
- Area 1:**
 - Higher-intensity portion of the State Street District
 - 8-10 stories with 4-6 stories on street frontages
 - Area 2:**
 - Preserve MMSD Landmark Building
 - Allow UW uses
 - Engaging street frontages
 - 6-8 stories
 - Area 3:**
 - *Alternative A:* Open space
 - *Alternative B:* New office, townhouses or move existing houses here
 - Area 4:**
 - *Alternative A:* Conservation and preservation, Limited infill at same mass/scale/form
 - *Alternative B:* Urban residential redevelopment, 4-6+ stories
 - Area 5:**
 - 3-4 stories with urban form
 - Preserve historic structures
 - Area 6:**
 - Concentration of cultural/arts facilities and activities
 - Area 7:**
 - 3-4 stories
 - Redevelopment generally OK
 - Setbacks for view preservation
 - Smaller, spaced out buildings
 - Area 8:**
 - Government focus, civic buildings and public spaces
 - Area 9:**
 - Focus on entertainment and restaurants with upper story offices
 - Historic district
 - Area 10:** State office cluster



DOWNTOWN PLAN RESOURCES:

Check out these resources on our Downtown Plan website to learn more about the plan and how to get involved in the process:

www.cityofmadison.com/downtownplan

1. Background Information
2. Maps, Comments, and other Materials
3. Planning Process
4. Public Meeting Presentations
5. Newsletters & Brochures
6. Planning Glossary
7. Submit comments & ideas
8. Subscribe to receive e-mail announcements

Contacts:

City of Madison Department of Planning & Community & Economic Development

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 215 Martin Luther King, Jr. Blvd.
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 Madison, WI 53701-2985

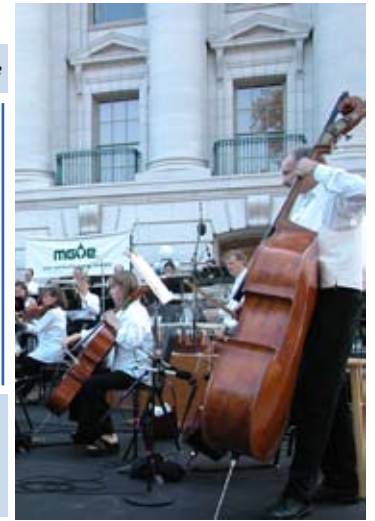
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Downtown Plan Process Meeting Windows

Meeting Window	Title	Purpose	Topics	Timeframe
Meeting Window #1	The Big Picture: Where Have we Been? Where are we & Where are we going?	<ul style="list-style-type: none"> • Kick Off • Public Relations • Education 	<ul style="list-style-type: none"> • Education on existing plans & past plans <ul style="list-style-type: none"> ■ Recommendations ■ Accomplishments • Describe Planning Process • Reaffirm vision of the Downtown Advisory Report • Education on data & trends • Validate issues & goals already identified • What's missing? <ul style="list-style-type: none"> ■ Prioritize? 	April to May 2008
Meeting Window #2	What are the Possibilities?	<ul style="list-style-type: none"> • Concepts 	<ul style="list-style-type: none"> • Identify broad approaches to deal with issues identified • Evaluate positives, negatives & trade-offs of each 	June to October 2008
Meeting Window #3	Charting a Course	<ul style="list-style-type: none"> • Alternatives 	<ul style="list-style-type: none"> • Focus & refine alternatives • Begin to develop recommendations 	November to March 2009
Meeting Window #4	Getting Down to Action	<ul style="list-style-type: none"> • Recommendations 	<ul style="list-style-type: none"> • Finalize recommendations • Develop implementation strategy <ul style="list-style-type: none"> ■ ID partnerships ■ ID funding sources ■ ID project leads 	March to June 2009
Meeting Window #5	Putting It All Together	<ul style="list-style-type: none"> • Plan Document Overview • Public Relations 	<ul style="list-style-type: none"> • Tie up loose ends • Draft Plan (<i>Public Hearing Draft</i>) for introduction to Common Council 	July to August 2009

COMPLETED



What's
←
Next?

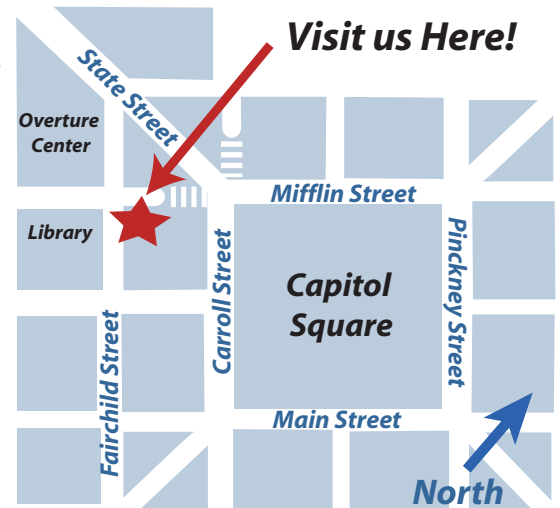
Visit the Downtown Plan Public Information Center to learn about the Downtown Plan, and share your ideas & opinions.

Office Location:

125 West Mifflin Street
 (Corner of W. Mifflin & Fairchild, across from the Library)

Office Hours:

Tuesday - Friday: 10 am - 2 PM



Downtown Plan Website:
www.cityofmadison.com/downtownplan